



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

October 26, 2021

Approval of Minutes September 17, 2021

FINANCIAL

Financial Update

Janet Arsenault
Sr. Director of Finance, GWCCA

Financial Snapshot: September 2021

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$3,033,035	\$3,141,356	↑ \$108K 3.6%
Expense	\$3,257,772	\$3,145,310	↓ \$112K 3.5%
Net (Loss)	(\$224,737)	(\$3,954)	↓ \$221K 98.2%

Financial Snapshot: YTD thru September 2021

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$6,740,917	\$9,051,064	↑ \$2.3M 34.3%
Expense	\$10,941,677	\$9,534,760	↓ \$1.4M 12.9%
Net (Loss)	(\$4,200,760)	(\$483,696)	↓ \$3.7M 88.5%

Year-End Profit / Loss



Budget

\$71,397

Projection

\$182,019



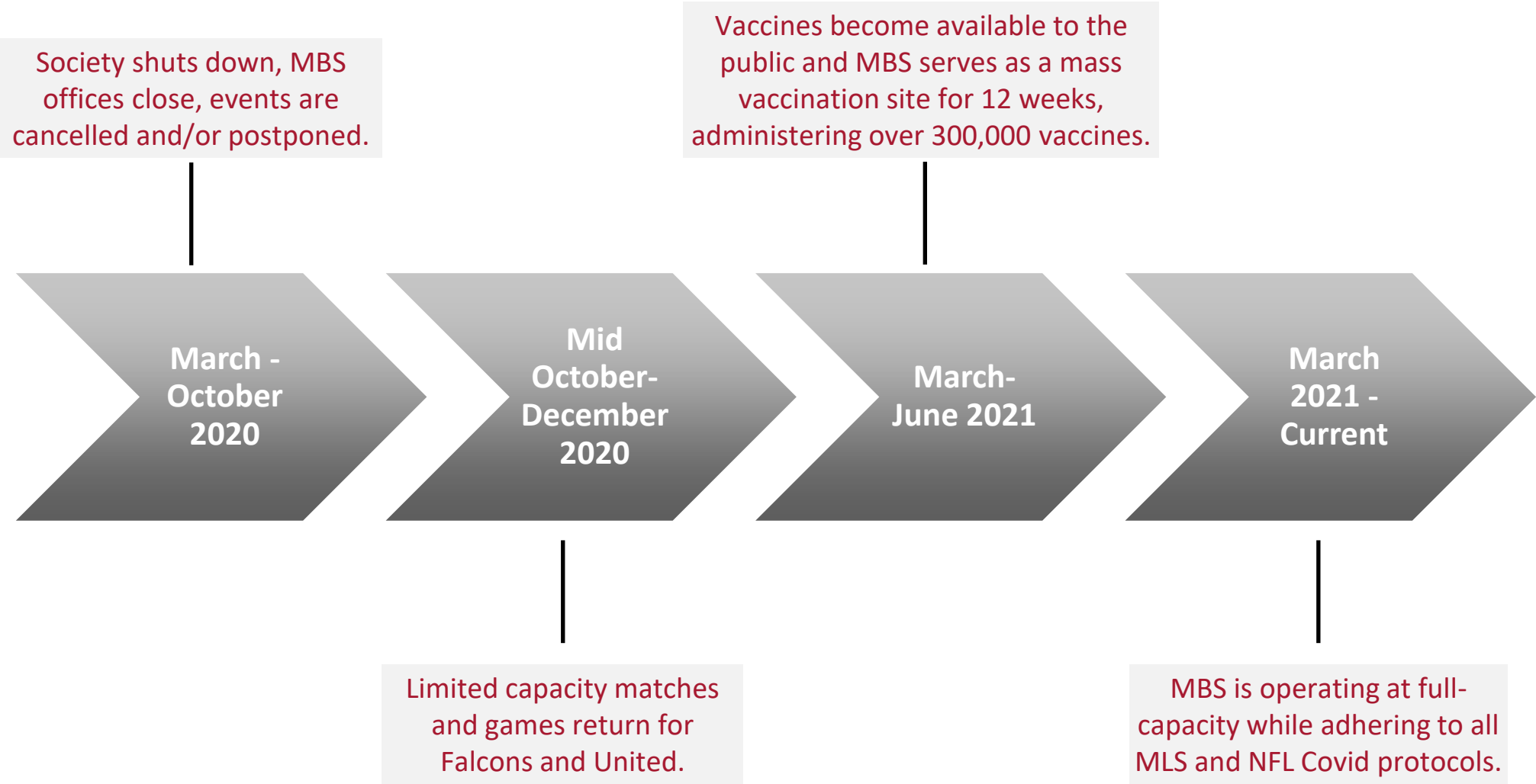
Questions?

AUTHORITY

Mercedes-Benz Stadium Update

Tim Zulawski
Chief Revenue Officer, SVP
AMB Sports & Entertainment

COVID IMPACT ON MERCEDES-BENZ STADIUM



STATE OF THE LIVE ENTERTAINMENT INDUSTRY

Still emerging from the Covid-19 pandemic:

- **Vaccination Status:** A person's vaccination status is being called into question in all walks of life.
- **No Shows:** Live entertainment is experiencing a 10-30% no show rate across the country.
- **Workforce:** Hourly labor has been a challenge on businesses that rely on this work force.
- **Move to 2022:** All signs are pointing up. Private event business, concerts and large events are all feverishly scheduling their dates for 2022.

MERCEDES-BENZ STADIUM 2022 OUTLOOK

Concerts: 8

College: 5

Conferences/Other: 7

Falcons Games: 10

United Matches: 18-22

TOTAL MAJOR EVENTS: 45-50



Questions?

FACILITY

Campus Development Update

Ken Stockdell

Director of Project & Program Management, GWCCA

Andrew Young International Blvd.

• Pedestrian Mall

• Project Information

- Project Manager: Ken Stockdell
- Project Scope: Extend COP pedestrian experience to GWCC building entrances and eventually leading to GWCCA Hotel. Create a safer pedestrian experience through the GWCCA Campus.
- Project Location: Current sidewalks & traffic lanes along Andrew Young International Blvd from Marietta St. to Centennial Olympic Park Drive.

• Project Status

- Current Phase: Construction
- Construction Schedule: Mid-March – December 2021

• Transportation Depot

• Project Information

- Project Manger: Ken Stockdell
- Project Scope: Create a designated pick-up and drop-off area for all buses and taxi/rideshare vehicles. To improve traffic conditions by minimizing congestion and improving trip times.
- Project location: Current green space between International Plaza and State Farm Drive and current Red Deck Entry & COP Drive.

• Project Status

- Current Phase: Construction
- Construction Schedule: April 2021 – April 2022

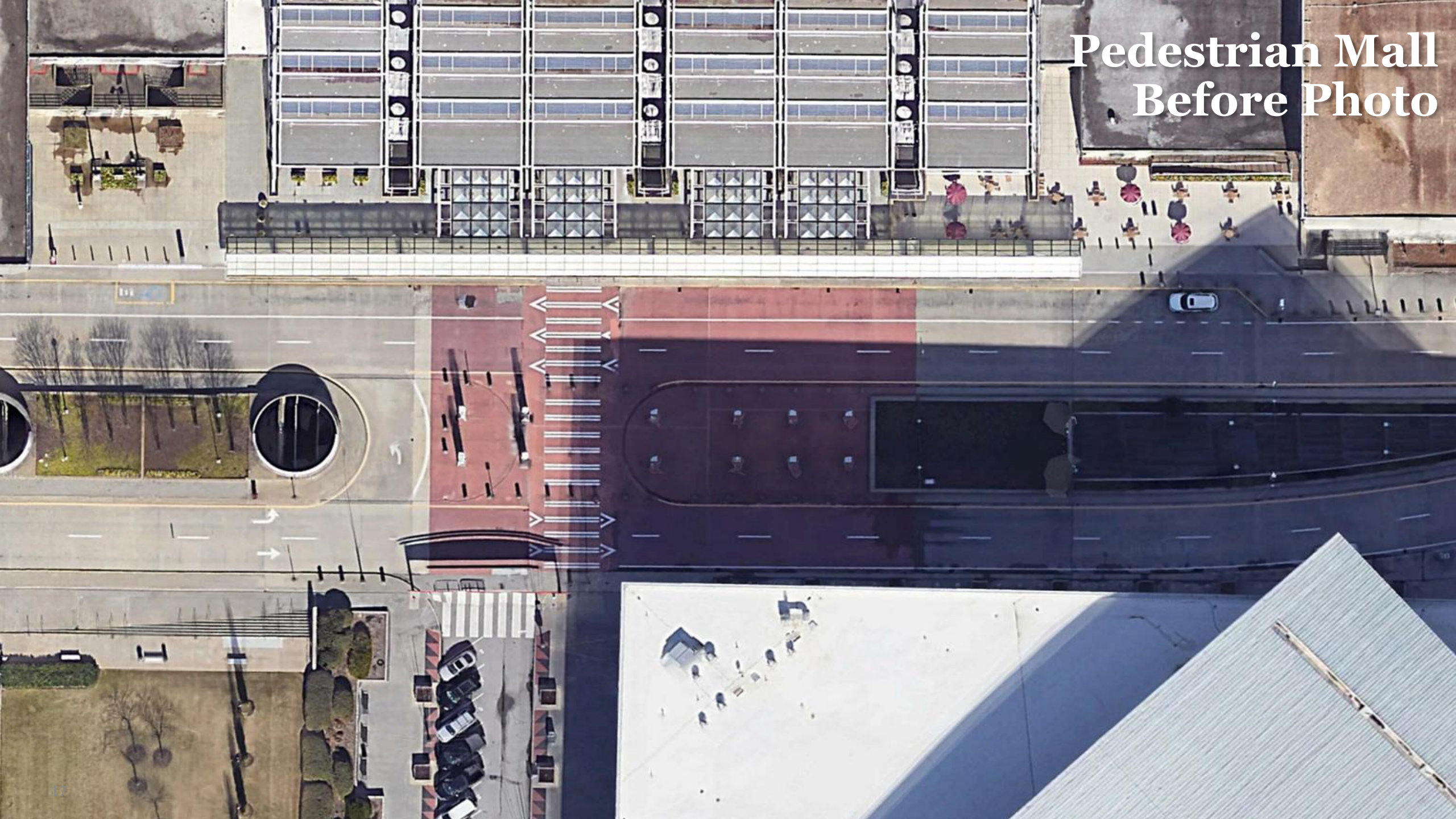
Pedestrian Mall Before Photo



Pedestrian Mall Drone Photo: Oct. 13, 2021



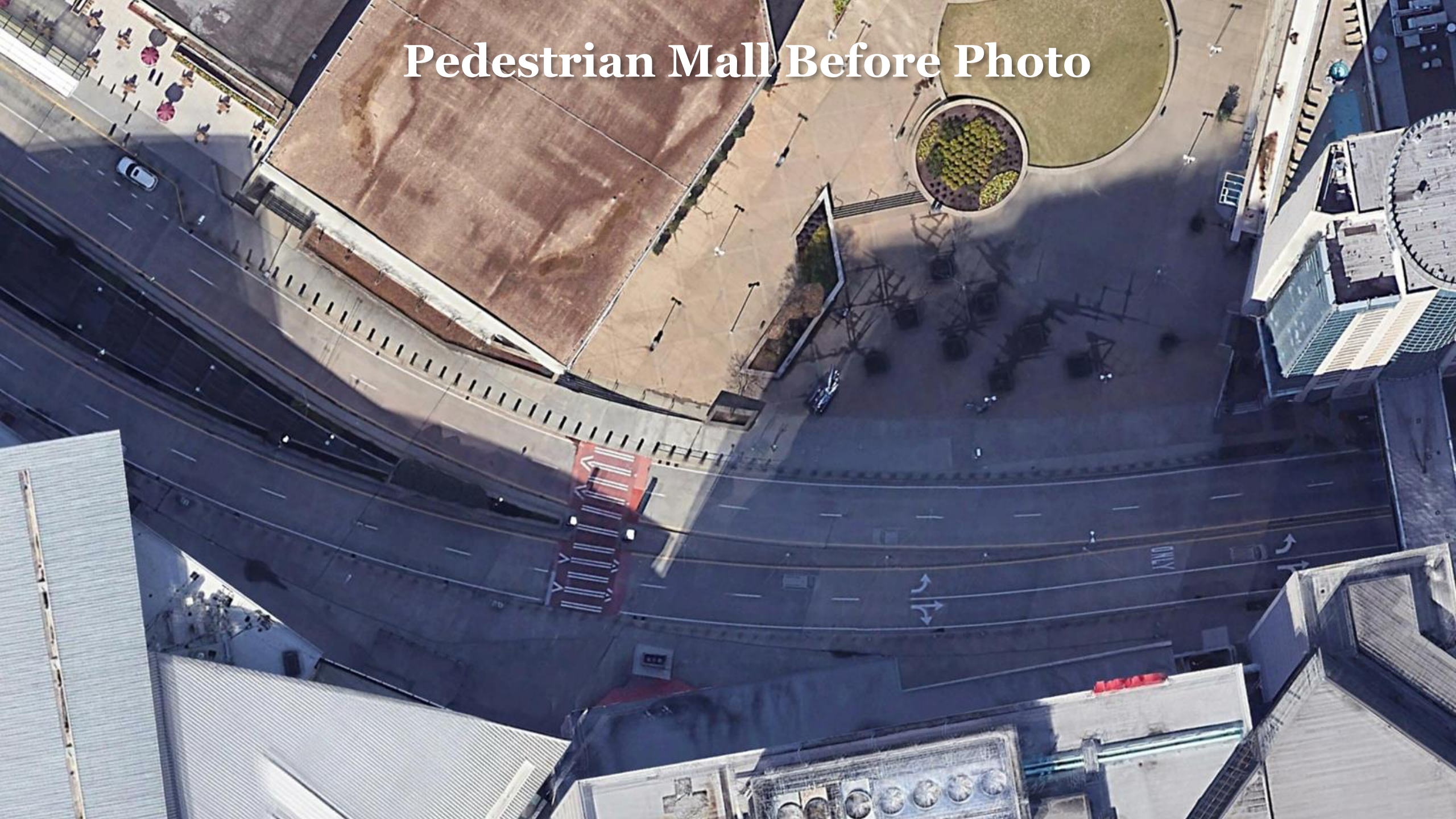
Pedestrian Mall
Before Photo



Pedestrian Mall Drone Photo: Oct. 13, 2021



Pedestrian Mall Before Photo



Pedestrian Mall Drone Photo: Oct. 13, 2021



Pedestrian Mall Before Photo



M1/Street Level

Pedestrian Mall Drone Photo: Oct. 13, 2021



Pedestrian Mall Drone Photo: Oct. 13, 2021



Pedestrian Mall - Moving "The Peach"



Pedestrian Mall Photos: Oct. 12-13, 2021

FACILITY

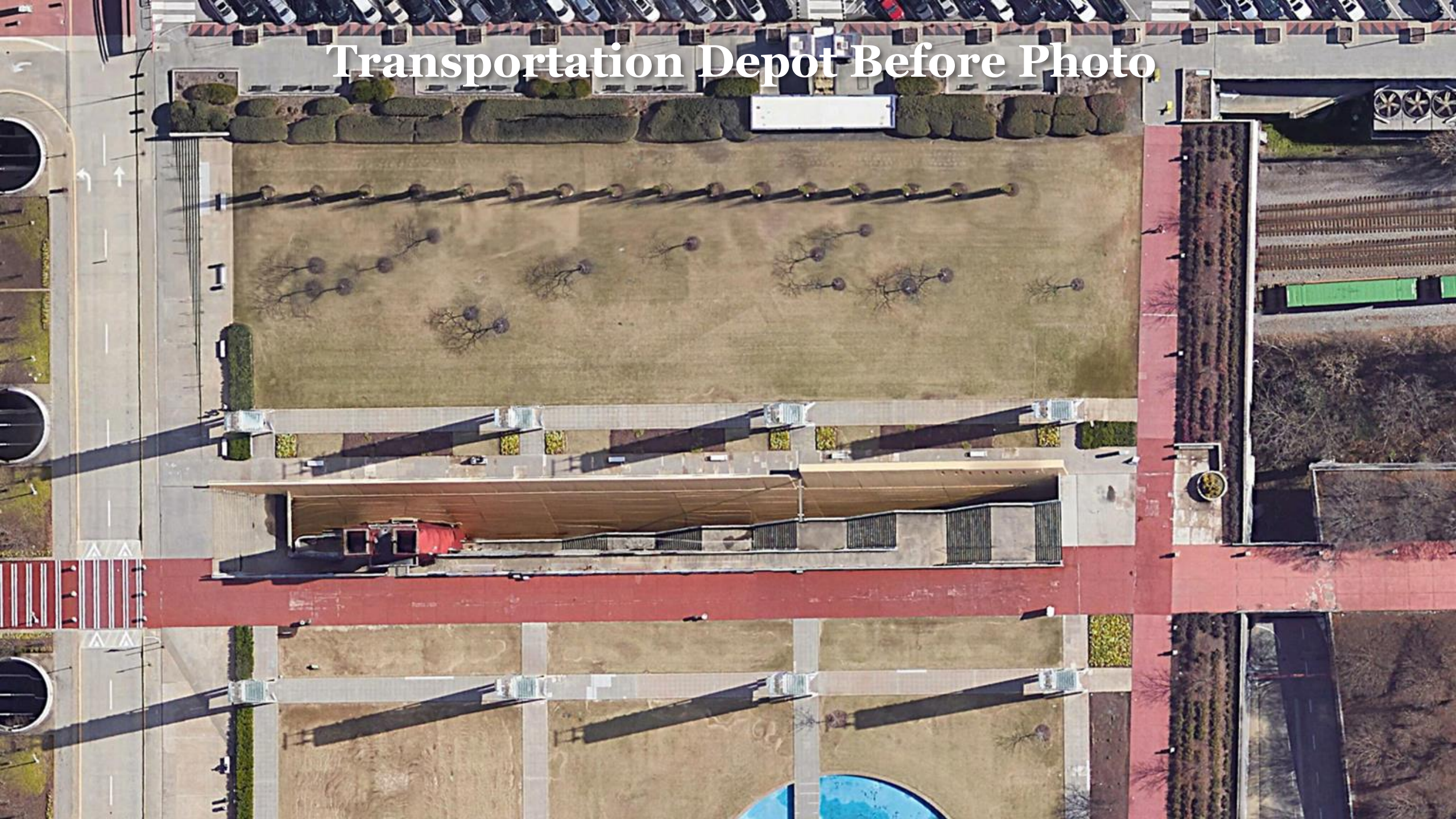


1



2

Transportation Depot Before Photo



Transportation Depot Drone Photo: Oct. 13, 2021



Transportation Depot Before Photo



Transportation Depot Drone Photo: Oct. 13, 2021



Transportation Depot Drone Photo: Oct. 13, 2021



Transportation Depot Photos: Oct. 25, 2021

FACILITY



1



2

GWCCA Roof Replacement Project

• Project Information

- Project Manager: Ken Stockdell
- Project Scope: Replacing sections of roof on Buildings A & B classified as in need of “urgent” replacement status.
- Project Location: Sections of Building A & B Roofs

• Project Status

- Current Phase: Design Phase
- Proposed Construction Schedule
 - Design Phase: February 2021 – June 2021
 - Preconstruction/Pricing Phase: June 2021 – August 2021
 - Construction Phase:
 - Phase 1 Halls B4 & B5: August 2021 – February 2022
 - Phases 2-3: TBD

Phase 3 & 4
1/17-2/15/22

Phase 4
1/17-2/15/22

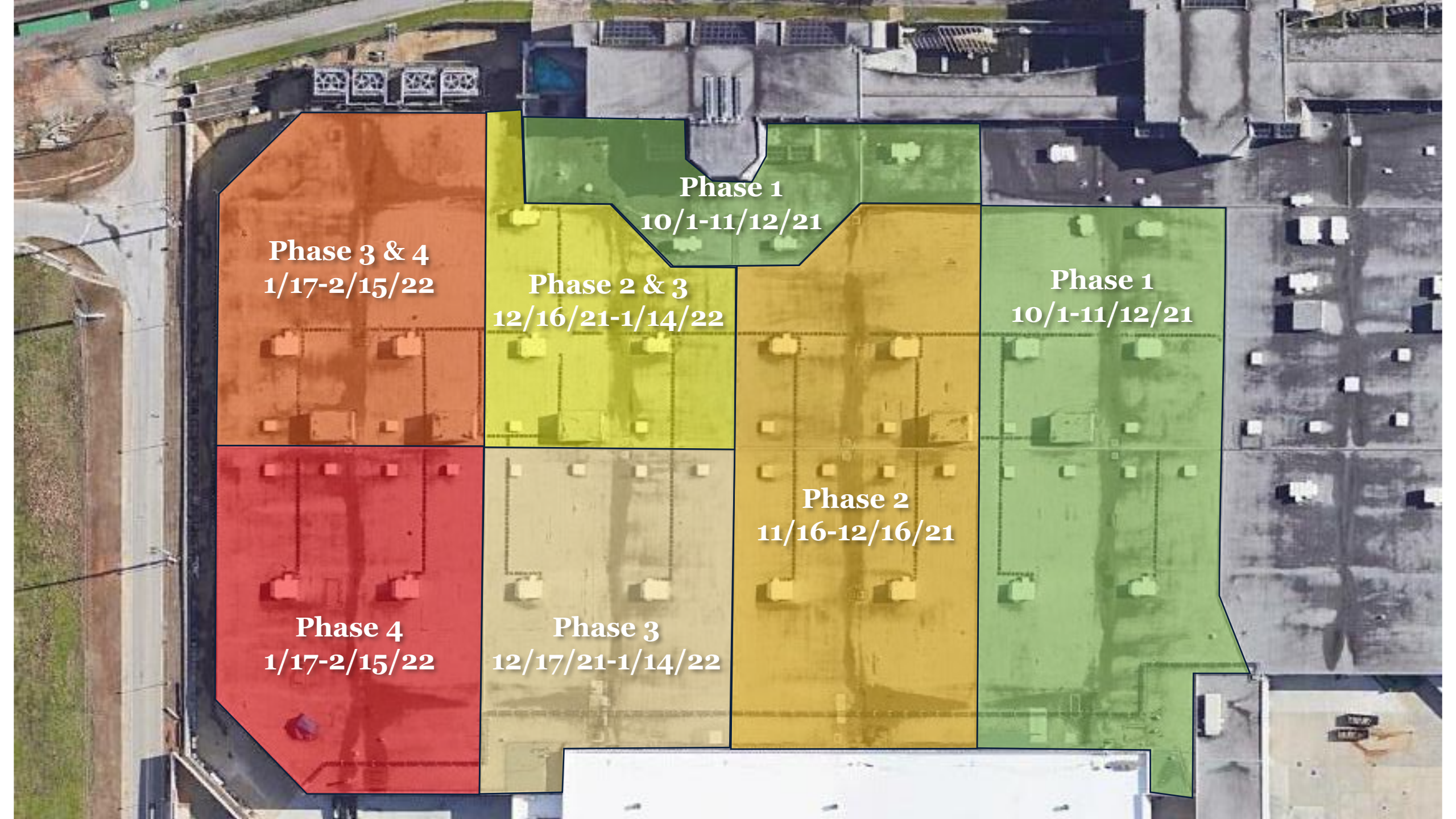
Phase 2 & 3
12/16/21-1/14/22

Phase 3
12/17/21-1/14/22

Phase 1
10/1-11/12/21

Phase 2
11/16-12/16/21

Phase 1
10/1-11/12/21



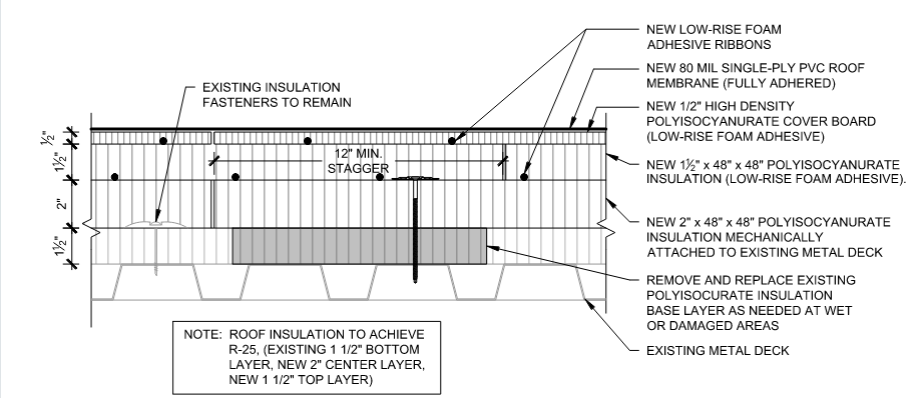
Roofing Project Drone Photo: Oct. 13, 2021



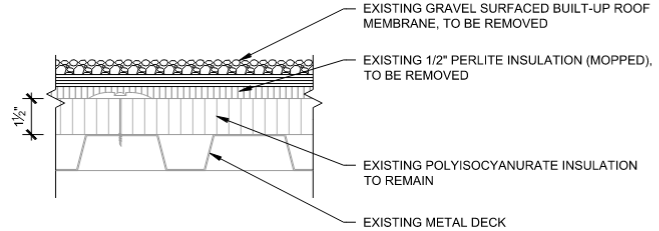
Re-roofing Oct. 14 Photo and Design



1



2 TYPICAL NEW ROOF ASSEMBLY
SCALE: 3" = 1'-0"

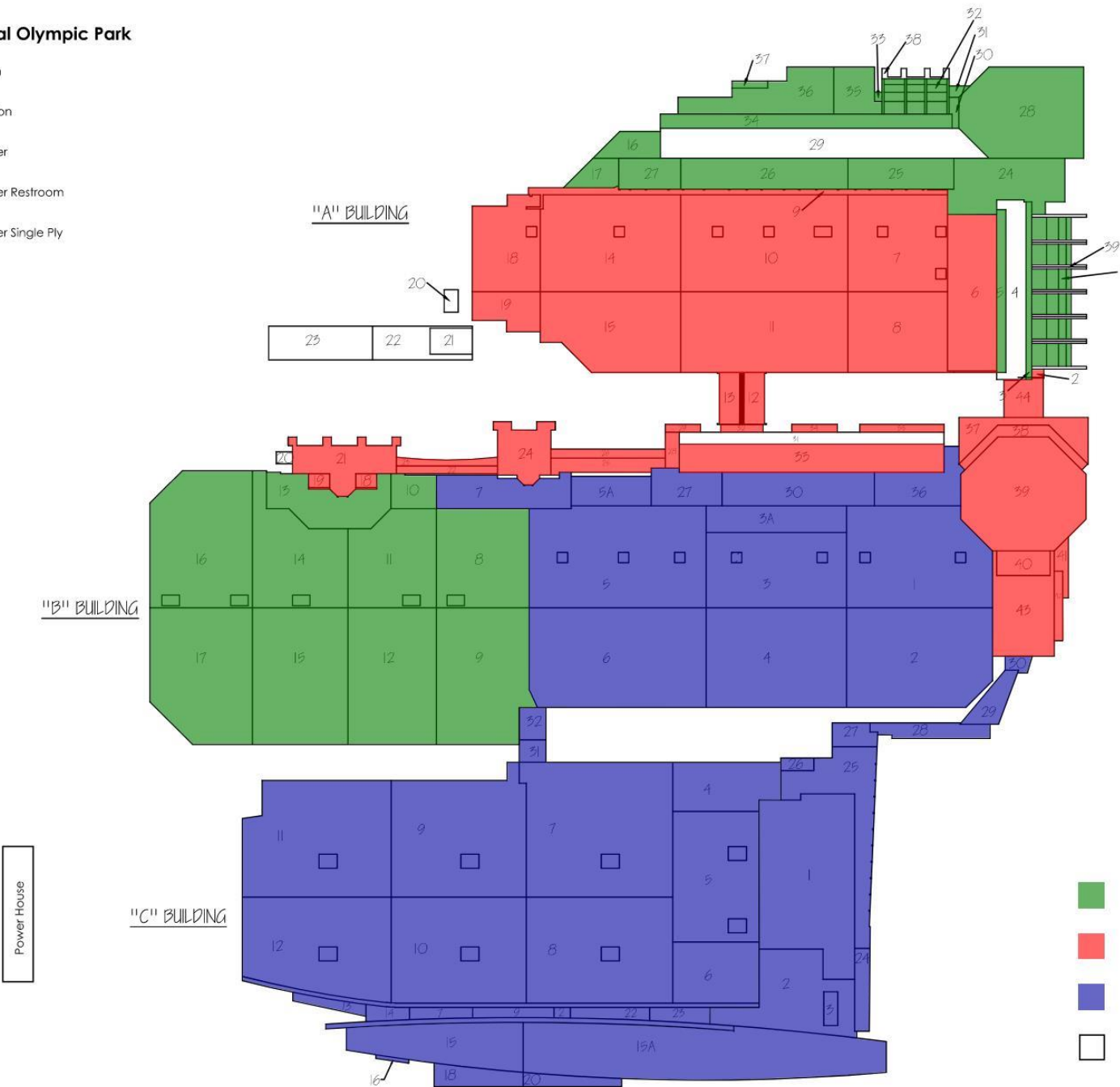


1 TYPICAL EXISTING ROOF ASSEMBLY
SCALE: 3" = 1'-0"

2

Centennial Olympic Park

- East Pavilion
- North Pavilion
- Visitor Center
- Visitor Center Restroom
- Visitor Center Single Ply



International Plaza

- East Elevator
- Taxi Stand
- West Elevator

- FY2021 Roofing Replacement approx. 509,000 sf
- FY2022 Roofing Replacement approx. 510,000 sf
- FY2023 Roofing Replacement approx. 1,400,000 sf
- Future Roofing Replacement

GWCC Roof Replacement Strategy

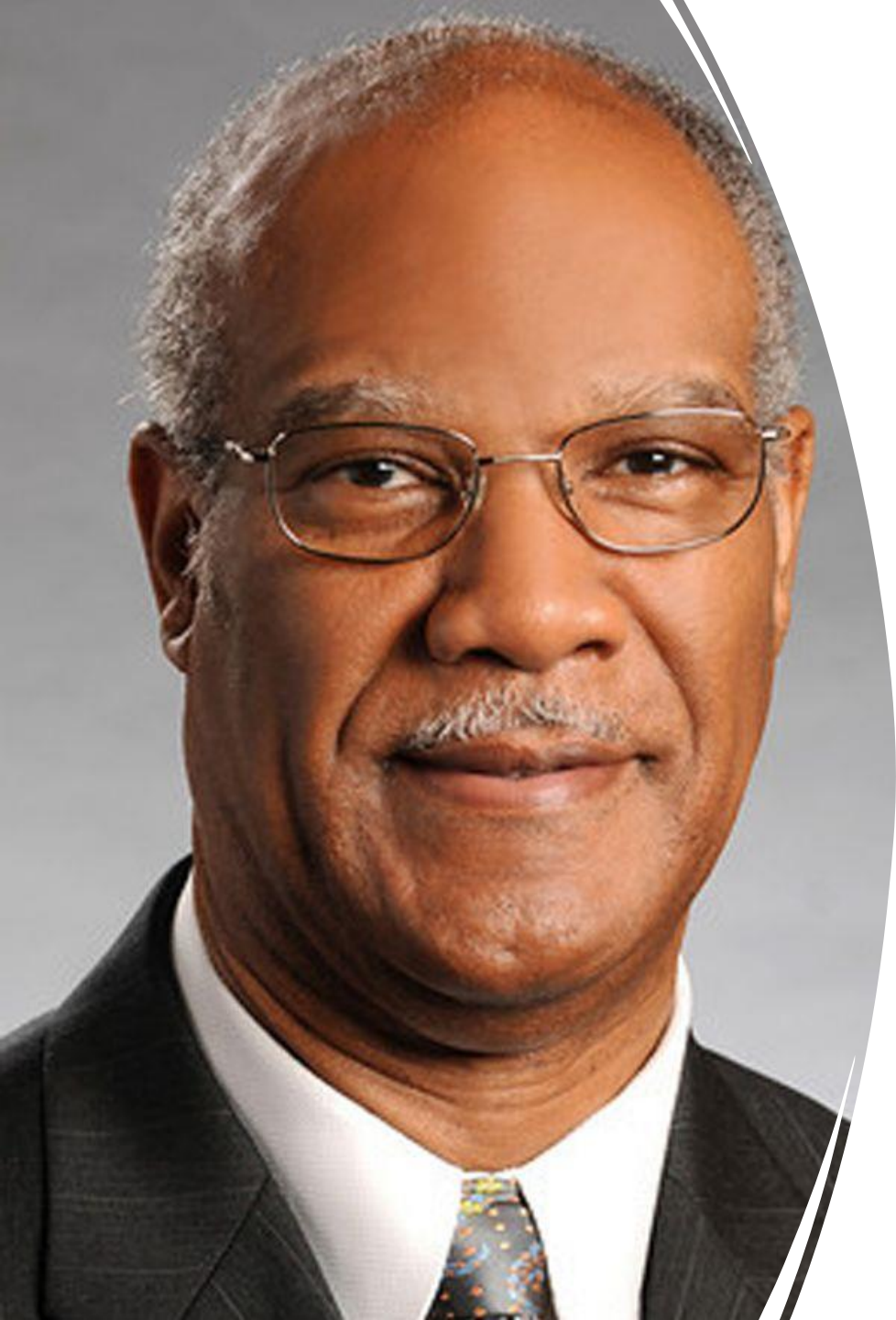
Questions?

AUTHORITY

Rep. Calvin Smyre Recognition

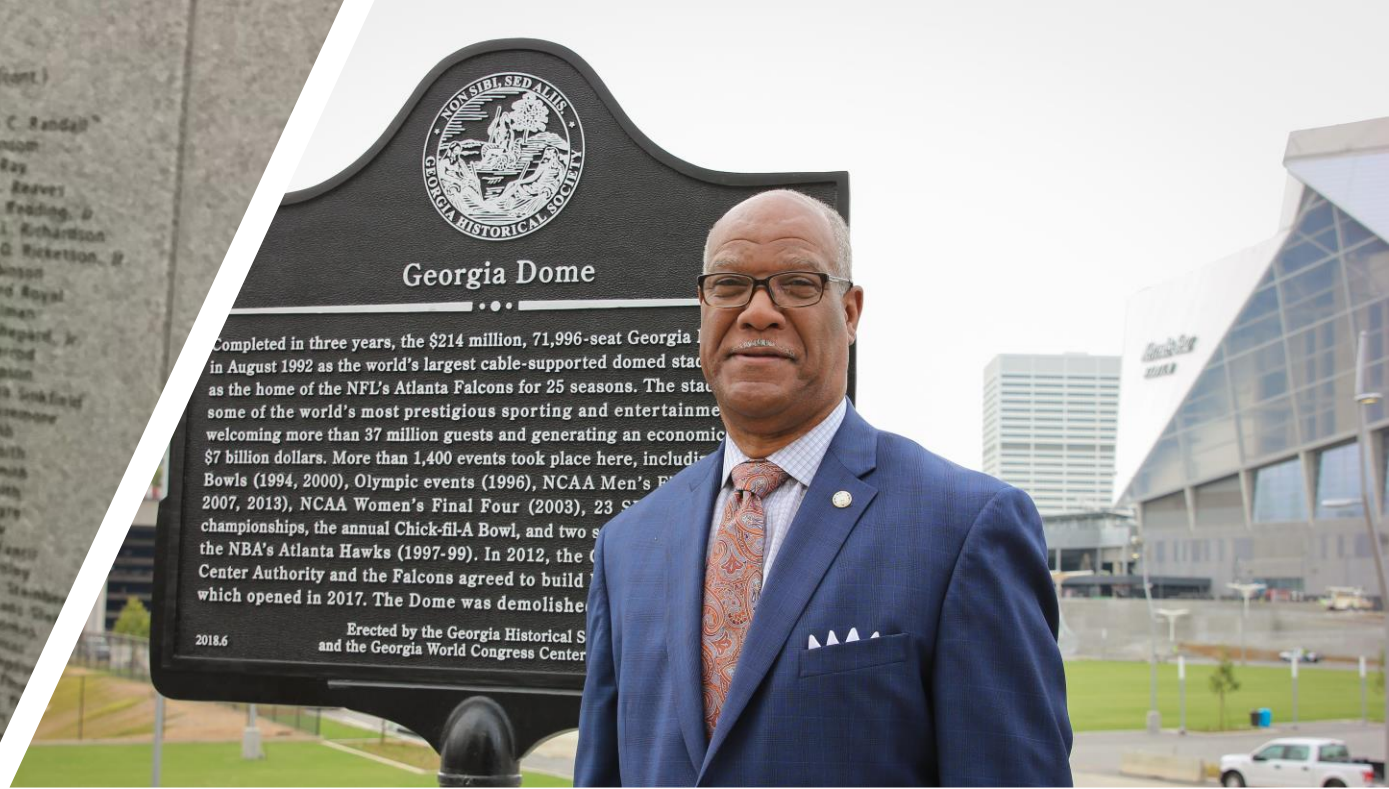
Lindsay Strickland

Director of Government Relations, GWCCA



State Representative Calvin Smyre “Dean of the House”

-
- Executive Vice President, Synovus
 - Chairman and CEO, Synovus Foundation
 - Served in the State House of Representative from 1974- present (47 years)
 - Chairman, House of Representatives Minority Caucus
 - Member, Rules Committee (former Chair)
 - Member, Appropriations Committee
 - Administrative Floor Leader for Governor Joe Frank Harris (1986-1989)
 - Chairman, Dr. Martin Luther King Jr., Georgia State Holiday Commission (1991-1999)
 - Current Presidential Nominee for US Ambassador to the Dominican Republic



AUTHORITY

CCLD Digital Commissions

Joe Bocherer

Chief Commercial Officer, GWCCA

Advertising and Sponsorship

AUTHORITY

- Advertising and Sponsorship revenues for GWCCA is separated into two parts: Brokered Advertising, which is with the Atlanta Falcons, and Event Sponsorship, which is managed by the Authority
- During the COVID-19 slowdown and reduction in staff, CCLD Networks assisted GWCCA in marketing, selling, and fulfilling advertising and sponsorship products
- GWCCA and CCLD propose to continue this relationship

Brokered Advertising

- GWCCA and the Atlanta Falcons have an agreement in place for digital advertising on billboards around the campus. Historically, sales from these advertising agreements have averaged between \$1.2M and \$1.5M with customers such as Coca-Cola, Georgia Aquarium, Southern Company, SCANA, Georgia Power, etc.
- GWCCA would continue to keep all associated revenue with this agreement

Event Sponsorship Program Proposal

AUTHORITY

- CCLD Networks will assume the responsibility for marketing, sales, and fulfillment of event-related advertising
- This includes advertising on the monitors around the Authority's campus and column wraps, window clings, banner boxes, etc.
- Support of FuelRod machines, Best Buy kiosks, and CVS kiosks by keeping machines in working order and managing inventory
- Assist in deploying content, maintaining equipment, and producing reports for clients

Digital Advertising/Sponsorship for Events

AUTHORITY

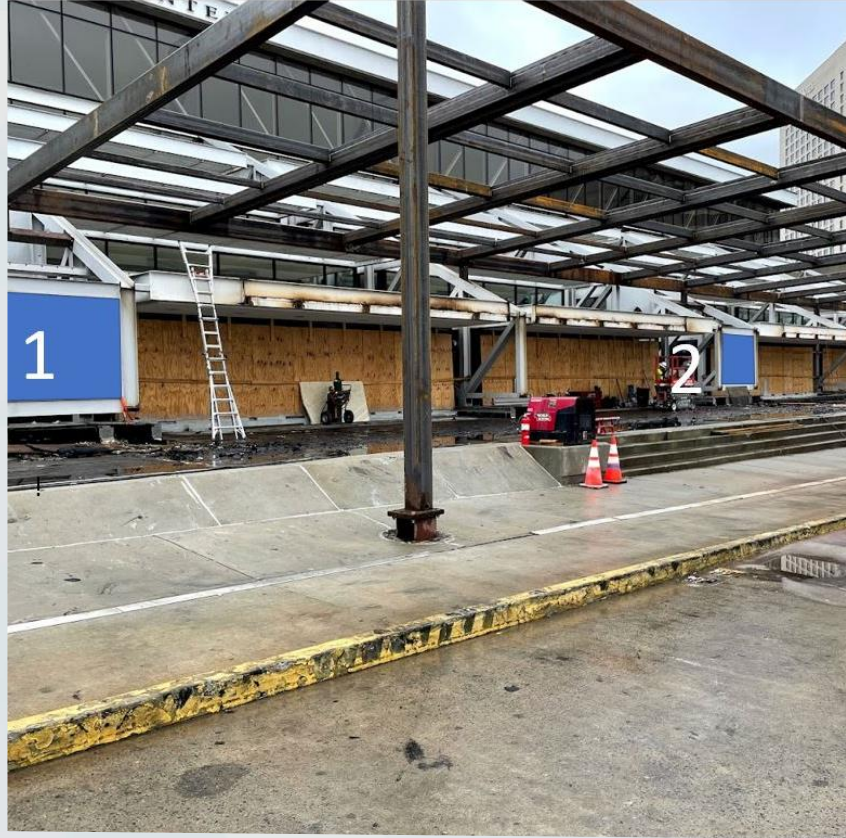
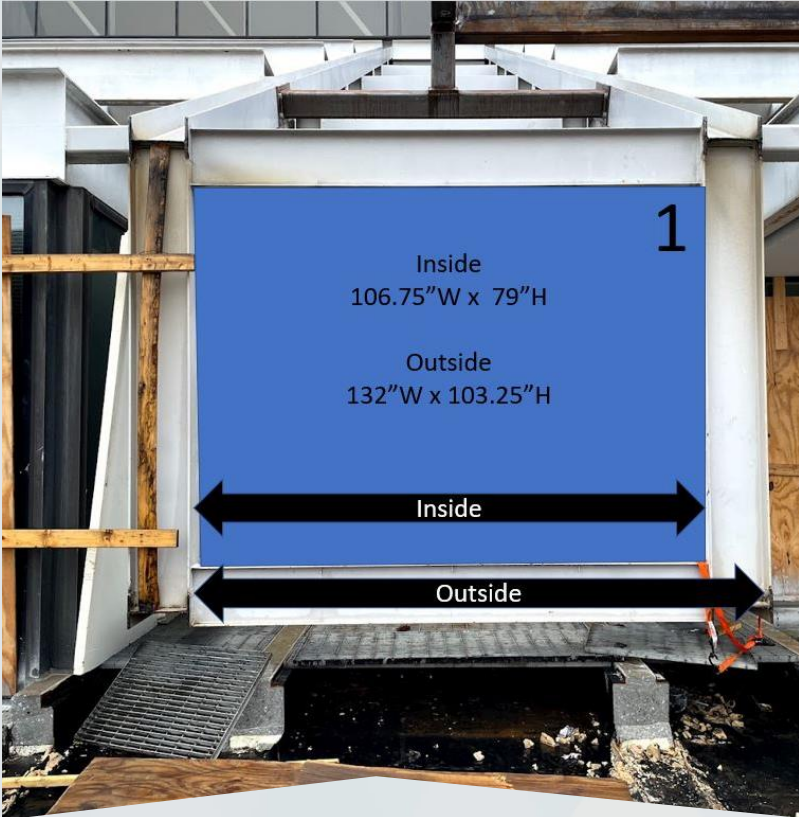
Event Digital Advertising	LOW	MEDIUM	HIGH
Estimated Revenue	\$500,000.00	\$750,000.00	\$1,000,000.00
Estimated Expenses (column wraps, banners, monitors, etc.)	(\$100,000.00)	(\$160,000.00)	(\$220,000.00)
Expense for Skykit Content Manager	(\$65,000.00)	(\$65,000.00)	(\$65,000.00)
GWCC 30% Commission	(\$150,000.00)	(\$225,000.00)	(\$300,000.00)
CCLD Employee Labor	(\$200,000.00)	(\$225,000.00)	(\$250,000.00)
CCLD Profit/Loss (Estimated)	(\$15,000.00)	\$75,000.00	\$165,000.00

Why CCLD Networks?

AUTHORITY

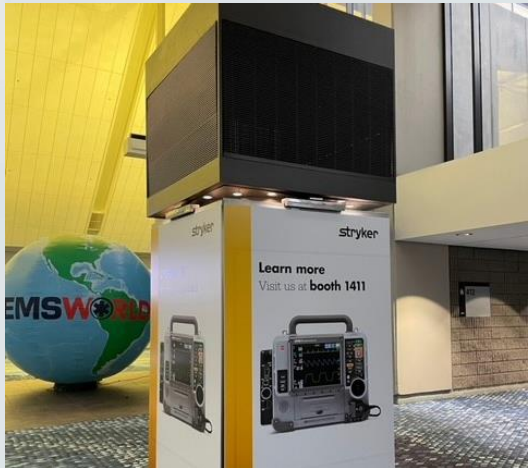
1. These systems are all nodes on the current Data Network; CCLD already supports these systems.
 2. CCLD has the labor on site to fulfill, install, and support these functions and can scale up or down based on demand. Very competitive landscape and GWCCA is not exclusive on sponsorship and advertising opportunities
 3. Keeps GWCCA risk very low, with no capital investment
 4. Two less fulltime employees on GWCCA's payroll and benefits estimated at \$200K annually
 5. Proven partner, knows our client base and driver of service excellence
- ✓ CCLD recently placed an order for \$200,000 worth of LED screens to replace the static banner boxes in front of Building A/B registration area. This will solve a “hot button” issue for clients and help us achieve additional sponsorship revenue. Boards are projected to be in place by the end of this calendar year.

New LED Screen Locations: Buildings A and B



Examples: Static Window, Wall, Column, and Escalator Clings

AUTHORITY

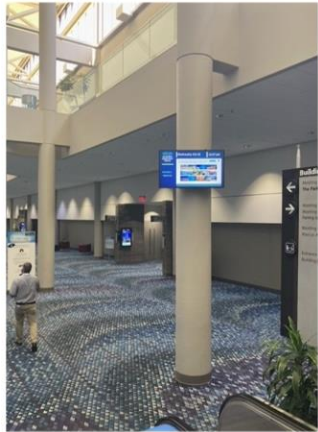


210 Digital Signage Assets Currently Being Managed by CCLD Networks

AUTHORITY



120 Room Signs



57 Monitors



5 LED Walls



3 Billboards



20 Mobile Monitors



5 Beam Robots

Questions?

Recommendation

AUTHORITY

Board of Governors approval of CCLD Networks Digital Commissions as presented to and approved by Finance Committee on October 25, 2021.

Staff Recommends Approval.

AUTHORITY

Nominating Committee

Glenn Hicks, Chair

AUTHORITY

Next Scheduled Meeting

November 30, 2021